Framed Data

Company Introduction and Enterprise Engagement

Thomson Nguyen
Co-Founder
Agenda

- Company introduction, history, and mission
- Walkthrough of the product
- Example of an enterprise engagement
To many companies, implementing data infrastructure and analytics is a very long and involved process with no clear ROI.
Our product

**Framed is a data-science-as-a-service product**
We abstract away infrastructure and automatically pull down event data from wherever you store it and provide three high-value analyses:

**Churn Reduction**
We predict when users are going to unsubscribe, cancel, or otherwise leave your business.

**Upsell Prediction**
We identify patterns in user behavior and demographics that lead to an upsell/monetization event.

**Intelligent Marketing and Sales Automation**
We automatically take these model predictions and automatically score leads and send marketing interventions (e-mails, direct mails, etc.)
Data companies must provide value
Anyone working in Big Data now must do all three of these well: Take in raw data, filter it, and then convert it into actions that improve business processes.
Data companies are changing

The ability to describe the past is a solved problem (Business Intelligence). Today we are a predictive analytics company, but in the future we can easily prescribe solutions that have worked before in the past for companies.
Framed Data’s mission is to change the way we think about big data by building predictive analytics products that add direct business value (e.g., customer churn reduction), while abstracting away the infrastructure, machine learning, and analysis.

We want to make opinionated data science products.
Eight years of collaboration in software engineering and machine learning

Thomson Nguyen  
Co-Founder and CEO  
Educated at UC Berkeley (Mathematics) & University of Cambridge (Mathematics).  
Previously: Head Data Scientist at Lookout Mobile Security, Chief Scientist at Causes.

Elliot Block  
Co-Founder and CTO  
Educated at UC Berkeley (Sociology, Computer Science) & University of Washington.  
Previously: Program Manager at Microsoft, Software Engineer at Causes.

Kevin Mahaffey  
CTO, Lookout

Sumon Sadhu  
CEO, Muse.AI
Framed Data

Data Engineers, Scientists, and Architects from leading enterprises
Investors

World-class investors with experience in building data enterprise

Alexis Ohanian
Founder, Reddit

Paul Buchheit
Creator of Gmail

Sean Byrnes
Founder, Flurry

Garry Tan
Partner, Y Combinator
Unfair Advantage

- We’ve made extremely efficient and reliable choices architecturally, which allows us to make a mostly modular, reliable, horizontally scalable architecture with a very small team.
- We have a hand-picked, interdisciplinary team capable of solving the problem end to end with a ton of agility. With a very small team we can cover the entire spectrum of research, product design, backend horsepower and fluid, interactive user interfaces.
- We have built scalable data infrastructure and accurate predictive analytics models in the past for blue chip technology firms (Microsoft, Lookout Mobile Security).
Framed Data Product Overview

We aggregate relevant data from a variety of your sources.

The data is parsed and filtered using Framed, our data augmentation platform.

This data is then analyzed, modeled, and optimized using Framed Learning, our automated machine learning and predictive analytics product.

Dashboards that provide insight into user behavior of retained/high-value users.
Predictions of users at high-risk to churn for marketing automation intervention.
Data export available to marketing automation platforms.
We continually monitor your users and warn you when they are at a high-risk to churn, or to convert.
We tell you why users churn, and we tell you the behavioral differences between the two segments for every action in your application.
Which features should you focus on to increase user engagement? Framed lists features that are highly correlated with retention.
Enterprise Engagement - Project Stages

Three Phases:

• Phase I: Data Warehouse and Web/Mobile Event Instrumentation

• Phase II: Implementation into Framed Platform and Product Recommendations

• Phase III: Ongoing Software License for Framed Platform
Phase I: Data Warehouse and Web/Mobile Event Instrumentation

Duration: 3-4 Weeks
Resources: One engineer, one engagement manager

Activities:

• Framed Data Engineers will perform a database and event instrumentation audit to determine current feasibility and success with Framed’s predictive analytics platform.

• We will then architect a comprehensive event instrumentation ontology that accurately represents application features, user flows, and relevant events required for predictive success.

• Engineers will then implement this ontology and instrumentation into all web/mobile properties, logging crucial data on user engagement.

Outcome:

• Client will have greater insight into users full behavior across games and platforms, as well as an improved event instrumentation.
Phase II: Framed Data Implementation and Analysis

Duration: 2-3 Weeks

Resources: One data scientist, one engagement manager

Activities:

• Framed Data Engineers will import user event data from Client’s data warehouse and munge, filter, and parse the data for production.

• Data Scientists will tune machine learning algorithms and run the event data through Framed’s predictive analytics engine.

• An engagement manager will then draft a report on user behavioral patterns, future predictions on user engagement and retention, and provide a login to Framed for further analysis/drill-down.

Outcome:

• Client will have a deeper understanding of user behavior and will be able to enact product changes that increase engagement and retention. Additionally, Framed’s user predictions will identify potential high value users, or whales within Client’s ecosystem.
Phase III: Annual SaaS License and Ongoing Support

Duration: Monthly thereafter (minimum one year commitment)  
Resources: One Customer Success Manager

Activities:

• An annual Software-as-a-Service license to Framed allows for continual behavioral monitoring of users across all web/mobile properties.

• Future predictions for churn, upsell, or retention will also be made on a daily basis, bolstering current marketing automation solutions.

• An optional dedicated Customer Success Manager will be your main POC for support and feature requests.

Outcome:

• Client will have ongoing user behavior monitoring and analysis, driving strategic product development decisions.

• Continuous future user predictions will improve marketing automation efficacy and increase user engagement.

• Intelligent marketing automation engine will automatically increase upsell conversion, and retention.
Framed Data’s machine learning platform can automatically identify user behavior archetypes for retained/high-value users. We can then craft an automated marketing campaign to increase conversion rates to financial products within Fidelity.

We can lead score and rank potential high-value customers for sales executives to focus on, increasing sales efficiency.

Framed can automatically detect when a customer is unhappy with Fidelity, or is likely about to leave for another financial services company. This information can then be used for marketing automation, or sales scoring as per above.
Timeline and Resources (Phase I/II)

Phase I: Data Warehouse Audit 1 Week
Phase I: Event Instrumentation Planning 1 Week
Phase I: Instrumentation Implementation (Web/Mobile) 1-2 Week
Phase II: Data Import into Framed Platform 1 Week
Phase II: Feature Engineering/Machine Learning 1-2 Weeks
Phase II: Single Report Analysis and Recommendations 1-2 Weeks

Total Time and Resources 7-8 Weeks
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<thead>
<tr>
<th>Phase III: Annual SaaS Software License for Framed Data</th>
<th>$2000/mo (minimum 1 year commitment)</th>
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<tbody>
<tr>
<td>Phase III: Optional Dedicated Customer Success Manager</td>
<td>$1000/mo (minimum 1 year commitment)</td>
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Total: $3000/mo